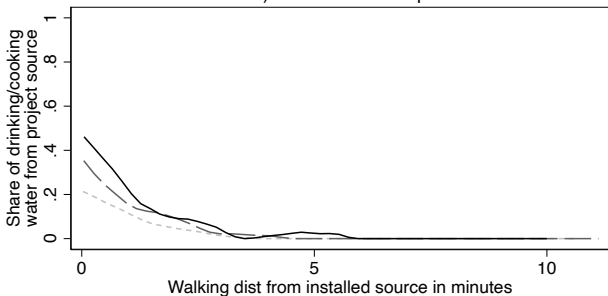
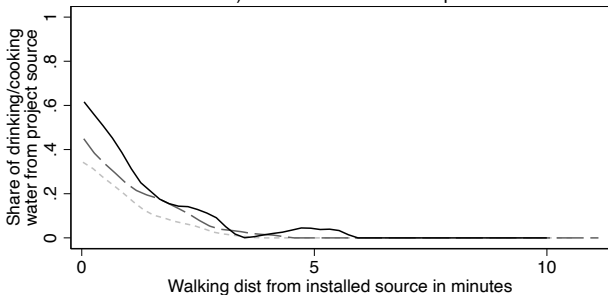


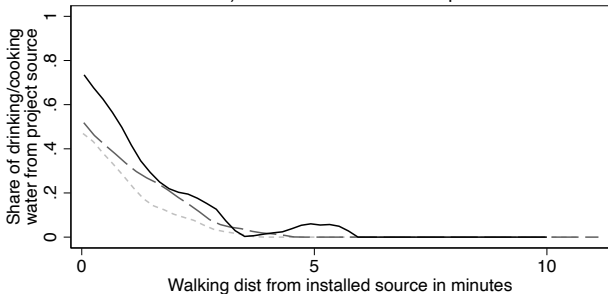
a) Observed take-up



b) 50% increase in take-up



c) 100% increase in take-up



Household baseline As:    - - - - - None    - . - . - Low    ——— High